

Name _____

Date _____

LESSON

17

PRACTICE WORKSHEET B

COPYMASTER

Author's Credibility

A. Directions: For each topic, state a credential for an author who would write reliably about that topic.

1. **Topic:** Anthony Burns, an escaped slave from Virginia who was arrested in Boston

credential: _____

2. **Topic:** finding and exploring the *Titanic*, the ship that sank in 1912

credential: _____

3. **Topic:** living through the Depression, the period of business failures and joblessness in the 1930s

credential: _____

B. Directions: Read both boxed statements. Then use them to answer the question that follows.

Statement 1: Direct-to-consumer advertising about new diseases and their cures educates the public.

—Lobbyist for the pharmaceutical industry

Statement 2: Big pharmaceutical companies now spend \$3 billion a year on direct-to-consumer advertising. More and more of these ads sell not only prescription drugs but also the previously unheard-of conditions the drugs supposedly address.

—Adapted from “A Disease for Every Pill” by Ray Moynihan contributor to the *British Medical Journal* and Alan Cassels, pharmaceutical policy researcher at the University of Victoria, British Columbia

4. These statements express different views about recent pharmaceutical advertising. Which statement, based on its authorship, seems more credible and why?
